

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Shorr, Johnson, Magnus
1831 Chestnut St.
Suite 602
Philadelphia, PA 19103

<u>Contract / Revision</u> 351966 /		<u>Alt Order #</u> 06847117
<u>Product</u> TAMMY BALDWIN		
<u>Contract Dates</u> 08/28/12 - 09/03/12		<u>Estimate #</u>
<u>Advertiser</u> Baldwin/D/US Senate		<u>Original Date / Revision</u> 08/27/12 / 08/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petry-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> TBFS	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	08/28/12	08/31/12	Live at Daybreak-Early	5a-6a		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/27/12	09/02/12	-TWTF--	8			\$200.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	WTMJ	08/27/12-09/02/12	Live at Daybreak-Early	5a-6a	-TuWThF----	:30		\$200.00	NM		
				See MG 2.3,2.4								
	5	WTMJ	08/27/12-09/02/12	Live at Daybreak-Early	5a-6a	-TuWThF----	:30		\$200.00	NM		
				See MG 2.3,2.4								
	7	WTMJ	08/27/12-09/02/12	Live at Daybreak-Early	5a-6a	-TuWThF----	:30		\$200.00	NM		
				See MG 2.3,2.4								
	8	WTMJ	08/27/12-09/02/12	Live at Daybreak-Early	5a-6a	-TuWThF----	:30		\$200.00	NM		
				See MG 2.3,2.4								
N 2	WTMJ	09/03/12	09/03/12	Live at Daybreak-Early	5a-6a		:30			NM	3	\$5,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/03/12	09/09/12	M-----	2			\$200.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/03/12-09/09/12	Live at Daybreak-Early	5a-6a	M-----	:30		\$200.00	NM		
				See MG 2.3,2.4								
	3	WTMJ	08/30/12-08/30/12	Packers Pre-Season- LOCAL 6pm-10pm		----Th----	:30		\$4,850.00	NM		
				Ⓜ MG for 1.5,18.3,1.8,18.6,18.5,1.7,18.7,1.4,14.3,16.4,16.2,23.1,2.1								
	4	WTMJ	08/30/12-08/30/12	Packers Game Replay-LOCA 1am-430am		----Th----	:30		\$0.00	NM		
				Ⓜ MG for 1.5,18.3,1.8,18.6,18.5,1.7,18.7,1.4,14.3,16.4,16.2,23.1,2.1								
N 3	WTMJ	08/28/12	08/31/12	Live at Daybreak	6a-7a		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/27/12	09/02/12	-TWTF--	4			\$600.00				
N 4	WTMJ	09/03/12	09/03/12	Live at Daybreak	6a-7a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/03/12	09/09/12	M-----	1			\$600.00				
N 5	WTMJ	08/28/12	08/31/12	Today Show M-F	7a-9a		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		08/27/12	09/02/12	-TWTF--	4			\$500.00				
N 6	WTMJ	09/03/12	09/03/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/03/12	09/09/12	M-----	1			\$500.00				

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<u>Contract / Revision</u> 351966 /		<u>Alt Order #</u> 06847117
<u>Contract Dates</u> 08/28/12 - 09/03/12		<u>Product</u> TAMMY BALDWIN
<u>Advertiser</u> Baldwin/D/US Senate		<u>Estimate #</u> 08/27/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 7	WTMJ	08/28/12	08/31/12	Live at 3:00 News	3p-4p		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				5	\$125.00			
N 8	WTMJ	08/28/12	08/31/12	Noon News Rotation	12n-1p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				5	\$250.00			
N 9	WTMJ	08/28/12	08/31/12	Today Show III	11a-12n		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				5	\$150.00			
N 10	WTMJ	08/28/12	08/31/12	Live at 4:30 News	430p-5p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$300.00			
N 11	WTMJ	09/01/12	09/01/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$450.00			
N 12	WTMJ	08/28/12	08/31/12	Live at 5 News	5p-530p		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$600.00			
N 13	WTMJ	09/02/12	09/02/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$450.00			
N 14	WTMJ	08/28/12	08/31/12	Live at 6 News	6-630p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$650.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WTMJ	08/27/12-09/02/12	Live at 6 News	6-630p	-TuWThF----	:30		\$650.00	NM		
	See MG 2.3,2.4											
N 15	WTMJ	09/03/12	09/03/12	Live at 6 News	6-630p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$650.00			
N 16	WTMJ	08/28/12	08/31/12	Access Hollywood	630p-7p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WTMJ	08/27/12-09/02/12	Access Hollywood	630p-7p	-TuWThF----	:30		\$300.00	NM		
	See MG 2.3,2.4											
	4	WTMJ	08/27/12-09/02/12	Access Hollywood	630p-7p	-TuWThF----	:30		\$300.00	NM		
	See MG 2.3,2.4											
N 17	WTMJ	09/03/12	09/03/12	Access Hollywood	630p-7p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$300.00			
N 18	WTMJ	08/28/12	08/31/12	Tonight Show	1035p-1137p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				8	\$550.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
3	WTMJ	08/27/12-09/02/12		Tonight Show	1035p-1137p	-TuWThF----	:30		\$550.00	NM		
See MG 2.3,2.4												
5	WTMJ	08/27/12-09/02/12		Tonight Show	1035p-1137p	-TuWThF----	:30		\$550.00	NM		
See MG 2.3,2.4												
6	WTMJ	08/27/12-09/02/12		Tonight Show	1035p-1137p	-TuWThF----	:30		\$550.00	NM		
See MG 2.3,2.4												
7	WTMJ	08/27/12-09/02/12		Tonight Show	1035p-1137p	-TuWThF----	:30		\$550.00	NM		
See MG 2.3,2.4												
N 19	WTMJ	09/03/12	09/03/12	Tonight Show	1035p-1137p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$550.00			
N 20	WTMJ	09/02/12	09/02/12	Live at 10:30 - Sunday	1037pm-11pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$700.00			
N 21	WTMJ	09/01/12	09/01/12	Today Show Saturday	6a-8a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$200.00			
N 22	WTMJ	09/02/12	09/02/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$250.00			
N 23	WTMJ	09/02/12	09/02/12	Today Show Sunday	7a-8a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
	1	WTMJ	08/27/12-09/02/12		Today Show Sunday	7a-8a	-----Su	:30	\$400.00	NM		
See MG 2.3,2.4												
N 24	WTMJ	08/28/12	08/31/12	Live at 4:00 News	4p-430p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$250.00			
Totals											62	\$27,075.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/03/12	62	\$27,075.00	\$23,013.75
Totals	62	\$27,075.00	\$23,013.75

Signature: _____ Date: _____

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